



## **OEC MODULE 1 ASSESSMENT**

1. What is important to be clear about when building your company's strong foundation?

2. What is S.M.A.R.T

S

M

A

R

T

3. Fill in the blank. According to Stephen Covey, "It is imperative to \_\_\_\_\_ with the \_\_\_\_\_ in mind."

4. List at least 3 components of brand architecture.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

5. Name one reason why you should know your competition.

6. What can an experienced and qualified mentor help you do for your business?

7. What is the purpose of securing an investor?

8. List 2 exit plan options.

1. \_\_\_\_\_

2. \_\_\_\_\_